



ORDER

Flight Dates **10/23/12-10/29/12**

Contract / Revision **300042 /**

Original Date / Revision
06/08/12 10/26/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:05:00

Estimate # **1193**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	70	\$56,078.75	\$65,975.00	0.00	10/01/12	10/28/12	70	\$56,078.75	\$65,975.00
November 2012	13	\$10,200.00	\$12,000.00	0.00	10/29/12	10/29/12	13	\$10,200.00	\$12,000.00
Totals	83	\$66,278.75	\$77,975.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	10/23/12	10/26/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	3	\$125.00	P-3	0.00 NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -			3		\$125.00		0.00			
E 2	KNXV	10/23/12	10/26/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	3	\$400.00	P-2	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -			3		\$400.00		0.00			



KNXV

Print Date: 10/26/12

Page 2 of 5

Contract / Revision **300042** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/08/12/ 10/26/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1193**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 3	KNXV	10/23/12	10/29/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	6	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	- TWTF--		5				\$400.00		0.00				
	Week:	10/29/12	11/04/12	M-----		1				\$400.00		0.00				
E 4	KNXV	10/23/12	10/29/12	M-F 430-5am M-F 430am News	CM	430-5am	MTWTF--	:30	4	\$50.00	P-3	0.00	NM	5	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	- TWTF--		4				\$50.00		0.00				
	Week:	10/29/12	11/04/12	M-----		1				\$50.00		0.00				
E 5	KNXV	10/28/12	10/28/12	Su GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		2				\$200.00		0.00				
E 6	KNXV	10/23/12	10/29/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	4	\$400.00	P-6	0.00	NM	5	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	- TWTF--		4				\$400.00		0.00				
	Week:	10/29/12	11/04/12	M-----		1				\$400.00		0.00				
E 7	KNXV	10/23/12	10/29/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	MTWTF--	:30	4	\$200.00	P-6	0.00	NM	5	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	- TWTF--		4				\$200.00		0.00				
	Week:	10/29/12	11/04/12	M-----		1				\$200.00		0.00				
E 8	KNXV	10/23/12	10/29/12	M-F 430pm-5pm The List	CM	430pm-5pm	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	- TWTF--		4				\$400.00		0.00				
	Week:	10/29/12	11/04/12	M-----		1				\$400.00		0.00				
E 9	KNXV	10/23/12	10/29/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	- TWTF--		4				\$500.00		0.00				
	Week:	10/29/12	11/04/12	M-----		1				\$500.00		0.00				
E 10	KNXV	10/23/12	10/29/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	5	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	- TWTF--		4				\$600.00		0.00				
	Week:	10/29/12	11/04/12	M-----		1				\$600.00		0.00				
E 11	KNXV	10/23/12	10/29/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$7,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	- TWTF--		4				\$1,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	12	KNXV	10/22/12-10/28/12	ABC World News M-F		5:30pm-6:30pm	- TWThF----	:30		(\$1,000.00)		0.00	NM			
	See MG 11.15															
	[na for FX Political MJ 10/23]															
	15	KNXV	10/27/12-10/27/12	NCAA Football Noon Game	NCAA Football G		-----Sa--	:30		\$3,000.00		0.00	NM			
	Ⓜ MG for 12.10,26.8,11.12															
	Week:		10/29/12	11/04/12	M-----					1		\$1,000.00		0.00		
E 12	KNXV	10/23/12	10/29/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00	



KNXV

Print Date: 10/26/12

Page 3 of 5

Contract / Revision **300042** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/08/12/ 10/26/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1193**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 12	KNXV	10/23/12	10/29/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00 NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-TWTF--	4		\$700.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
10	KNXV	10/22/12-10/28/12		M-F 6pm-630pm		6pm-630pm	-TWThF----	:30		(\$700.00)		0.00 NM		
See MG 11.15 [oversold]														
Week:		10/29/12	11/04/12	M-----	1		\$700.00		0.00					
E 13	KNXV	10/27/12	10/27/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-	1		\$500.00		0.00					
E 14	KNXV	10/28/12	10/28/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$500.00		0.00					
E 15	KNXV	10/28/12	10/28/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$3,000.00		0.00					
E 17	KNXV	10/28/12	10/28/12	Sunday Prime D Scandal	CM	9pm-10pm	-----S	:30	2	\$4,000.00	P-3	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	2		\$4,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
4	KNXV	10/22/12-10/28/12		Sunday Prime D		9pm-10pm	-----Su	:30		(\$4,000.00)		0.00 NM		
See MG 17.6,17.7 [Scandal airs on Thursdays from 9-10pm. jtaylor 7/27/12]														
5	KNXV	10/22/12-10/28/12		Sunday Prime D		9pm-10pm	-----Su	:30		(\$4,000.00)		0.00 NM		
See MG 17.6,17.7 [Scandal airs on Thursdays from 9-10pm. jtaylor 7/27/12]														
6	KNXV	10/22/12-10/28/12		Sunday Prime D		9pm-10pm	-----Su	:30		\$4,000.00		0.00 NM		
Ⓜ MG for 17.5,17.4														
7	KNXV	10/22/12-10/28/12		Sunday Prime D		9pm-10pm	-----Su	:30		\$4,000.00		0.00 NM		
Ⓜ MG for 17.5,17.4														
E 18	KNXV	10/28/12	10/28/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$350.00		0.00					
E 19	KNXV	10/23/12	10/29/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-TWTF--	4		\$1,000.00		0.00					
Week:		10/29/12	11/04/12	M-----	1		\$1,000.00		0.00					
E 20	KNXV	10/23/12	10/29/12	Nightline Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-TWTF--	4		\$450.00		0.00					
Week:		10/29/12	11/04/12	M-----	1		\$450.00		0.00					
E 21	KNXV	10/28/12	10/28/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00



KNXV

Print Date: 10/26/12

Page 4 of 5

Contract / Revision **300042** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/08/12/ 10/26/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1193**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 21	KNXV	10/28/12	10/28/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$1,000.00		0.00					
E 22	KNXV	10/23/12	10/26/12	Jimmy Kimmel Live Kimmel	CM	1102pm-1206am	-TWTF--	:30	3	\$250.00	P-3	0.00 NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-TWTF--	3		\$250.00		0.00					
E 25	KNXV	10/28/12	10/28/12	Su 530pm News Su 530pm-6pm	CM	530pm-6pm	-----S	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$1,000.00		0.00					
E 26	KNXV	10/23/12	10/29/12	M-F 630pm-7pm Lets Ask America	CM	630pm-7pm	MTWTF--	:30	4	\$800.00	P-3	0.00 NM	3	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-TWTF--	4		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
5	KNXV	10/22/12-10/28/12		M-F 630pm-7pm	630pm-7pm		-TWThF----	:30	(\$800.00)	0.00	NM			
See MG 26.10 [oversold]														
6	KNXV	10/22/12-10/28/12		M-F 630pm-7pm	630pm-7pm		-TWThF----	:30	(\$800.00)	0.00	NM			
See MG 26.10 [oversold]														
8	KNXV	10/22/12-10/28/12		M-F 630pm-7pm	630pm-7pm		-TWThF----	:30	(\$800.00)	0.00	NM			
See MG 11.15 [oversold]														
10	KNXV	10/26/12-10/26/12		Friday Prime C	9pm-10pm		-----F----	:30	\$1,600.00	0.00	NM			
Ⓜ MG for 26.6,26.5														
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00					
E 27	KNXV	10/23/12	10/23/12	Tuesday Prime A Dancing w/ Stars	CM	7pm-8pm	-T-----	:30	1	\$8,500.00	FX	0.00 NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-T-----	1		\$8,500.00		0.00					
E 28	KNXV	10/25/12	10/25/12	Thursday Prime C Private Practice	CM	9pm-10pm	---T---	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---	1		\$4,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	KNXV	10/22/12-10/28/12		Thursday Prime C	9pm-10pm		---Th-----	:30	(\$4,000.00)	0.00	NM			
See MG 28.3 [Private Practice airs on Tuesdays. Thursday 9-10pm is Scandal. jtaylor 7/27/12]														
3	KNXV	10/22/12-10/28/12		Thursday Prime C	9pm-10pm		---Th-----	:30	\$4,000.00	0.00	NM			
Ⓜ MG for 28.2 10/25														
N 29	KNXV	10/28/12	10/28/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$1,000.00		0.00					
N 30	KNXV	10/29/12	10/29/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00 NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----	1		\$5,500.00		0.00					
N 31	KNXV	10/24/12	10/24/12		CM	9pm-10pm		:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00



KNXV

Print Date: 10/26/12

Page 5 of 5

Contract / Revision **300042** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/08/12/ 10/26/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1193**

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
Wednesday Prime C							--W----										
Revenge																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/22/12	10/28/12	--W----	1		\$5,000.00		0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	KNXV	10/22/12-10/28/12		Wednesday Prime C	9pm-10pm		--W-----	:30	(\$5,000.00)	0.00	NM						
See MG 31.2																	
[Nashville is scheduled to air on Wed from 9-10. Revenge is on Sundays 8-9p. jtaylor 7/27/12]																	
2	KNXV	10/22/12-10/28/12		Wednesday Prime C	9pm-10pm		--W-----	:30	\$5,000.00	0.00	NM						
Ⓜ MG for 31.1 10/24																	
N32	KNXV	10/26/12	10/26/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/22/12	10/28/12	----F--	1		\$3,500.00		0.00								
														Totals	83	\$77,975.00	
*Tax 1 Note: Tax 0.5%.																	

*Tax 1 Note: Tax 0.5%.